

REMARKS/ARGUMENTS

The Office Action mailed October 2, 2007 has been received and the Examiner's comments carefully reviewed. Claims 1-23 are rejected. Claims 1-10 and 16 have been amended. For at least the following reasons, Applicants respectfully submit that the pending claims are in condition for allowance.

Claim Rejections

Claims 1-23, are-rejected under 35 U.S.C. 102(b) as being anticipated by U. S. Patent Publication No. 2002/0049749 to Helgeson et al. (hereinafter "Helgeson").

With regard to Claims 1 and 16 the Office Action recites that Helgeson teaches "creating at least one rule to define the audience to receive the content (as stated in par. 0292, line 1, par. 0293, lines 1-3, par. 0301, lines 1-6, Business Development Kit (BDK) provides a set of core services to perform useful operations, for collecting metadata object profiles, consolidating, analyzing, organizing into UserObject profiles for business objects (audience) based on Business Rules (rules), which is a set of pre-defined business rules that affect the workflow (content) and behavior of various business objects in the system); gathering information from more than one source to compile the audience, wherein the more than one source includes organizational structure information; and tagging the audience to the content (as stated in par. 0915-0917, lines 1-4, par. 0840-841, lines 1-4, par. 0433, lines 1-7, par. 0447, lines 1-7, Information server employs metadata-based profiles (gathering information) to match (tag) information (content) with users. User profiles as generated, provide consolidating users, analyzing, and delivering information that is personalized, relevant, and needed to users. UserObject encapsulates specific

user information holding userobject ID (1) ID: An opaque object identifier, and (2) aClass: the type or class of the object. Security System, provides an extremely powerful model for assigning security, that is, defining the sets of allowed operations (rules) that groups of users based on the class to which they belong can perform (compile the audience). Domains are the Platform's partitioning mechanism (method) for business objects (audience). Domains define a hierarchical structure (organizational structure information) that models organization or business, based on geography or division. All business objects are assigned a specific domain and belong to that domain)." The Applicants have amended the independent claims to more clearly define the invention.

As amended, Claim 1 recites in part "creating rules to define the audience to receive the content; wherein the rules are combined through conditional logic operators; wherein the rules include: a property query rule that determines if an attribute matches audience members in preexisting lists; a member of rule that determines if audience members are a member of a particular preexisting list; and a reports under rule that determines if audience members are located hierarchically under an audience member within a preexisting list; wherein the preexisting lists include a group distribution list; a security group; and an organizational structure; compiling the audience; wherein compiling the audience includes applying each of the rules to define the audience to determine members that meet the criteria of each rule and applying the conditional logical operators to the rules to create the audience; tagging the audience to the content; obtaining the content from a data store; and providing the content to the audience." In contrast, Helgeson is directed at managing different applications.

At paragraph [0294] Helgeson recites that “The system is unique in that it provides a flexible model of security roles and security lists to assign a set of privileges to distinct groups of users, and it employs a scalable notion of domains to differentiate among sets of business objects. The security model is explained in detail in a separate section below.” Further at paragraph [0915] Helgeson states that “The present invention relates to a novel information distributor method and apparatus. The present invention can provide services for consolidating, analyzing, and delivering information that is personalized, relevant, and needed. It employs metadata-based profiles to match information with users. User profiles may include skill competencies and gaps, roles and responsibilities, interests and career goals.” While Helgeson discloses a query system that matches metadata with a particular user(s), Helgeson does not disclose building an audience from preexisting lists that include a group distribution list; a security group; and an organizational structure. Instead, Helgeson looks at each business object. Further, Helgeson does not teach selecting audience members using an attribute rule, a member of rule, and a reports under rule. Rather, a developer needs to create the queries to query the business objects (See paragraph 941 of Helgeson). Since Helgeson does not teach using the rules as defined within Claim 1 and the preexisting lists as defined in Claim 1, Claim 1 is proposed to be allowable. Claims depending from Claim 10 are proposed to be allowable as they depend from a valid base claim.

Claim 10, as amended, recites in part “accessing at least one rule that defines the audience; wherein the audience is defined to receive targeted content from a targeting content application; wherein the at least one rule is selected from rules that comprise: a property query rule that determines if an attribute matches audience members in preexisting lists; a member of

rule that determines if audience members are a member of a particular preexisting list; and a reports under rule that determines if audience members are located hierarchically under an audience member within a preexisting list.” Claim 10 is proposed to be allowable for at least the reasons presented above. Claims depending from Claim 10 are proposed to be allowable as they depend from a valid base claim.

Claim 16, as amended, recites in part “creating rules to define an audience to receive the content; wherein the rules comprise: a property query rule that determines if an attribute matches audience members in preexisting lists; a member of rule that determines if audience members are a member of a particular preexisting list; and a reports under rule that determines if audience members are located hierarchically under an audience member within a preexisting list;” Claim 16 is proposed to be allowable for at least the reasons presented above. Claims depending from Claim 16 are proposed to be allowable as they depend from a valid base claim.

Conclusion

In view of the foregoing amendments and remarks, all pending claims are believed to be allowable and the application is in condition for allowance. Therefore, a Notice of Allowance is respectfully requested. Should the Examiner have any further issues regarding this application, the Examiner is requested to contact the undersigned attorney for the applicants at the telephone number provided below.

Respectfully submitted,

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